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ABSTRACT

The strategies presented in this report are suggested as ways to make decision makers at all levels of education more aware of the benefits of educational technology (ET) in improving the effectiveness, efficiency, and enjoyment of learning. These strategies emphasizing results and learning are provided, not to limit any person or group, but to suggest means of influencing decision makers: each individual or group has the responsibility to identify to what extent each of these suggestions is already being carried out and make others aware of what is already being done in these areas. Separate lists of strategies to increase the ET awareness level of decisions makers are given for six levels: (1) legislators (national and state); (2) state education agency administrators; (3) higher education administrators (deans, presidents, trustees); (4) local administrators (superintendents, board of education, principals, curriculum supervisors); (5) faculty; and (6) parents or other citizens. (Author/CHC)

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# EDUCATIONAL TECHNOLOGY:
## Strategies for
# DEVELOPING AWARENESS

**A Report Presented at
the Second General Session
of the
Association for Educational
Communications & Technology**

**Denver, Colorado
April 22, 1980**

U S DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
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**Donald J. Bourey**
Education Specialist
U.S. Army School
of Engineering
Alexandria, Virginia

**Lyle Froese**
Director of Learning Resources
Sherman Public School
Sherman, Texas 75010

**Patricia A. Hunter**
Coordinator of Library Services
Virginia Highland Community College
Abingdon, Virginia

**Barbara J. Brownell**
Media Director
Henderson Community School
Henderson, Nebraska

**Barbara L. Grabowski**
Director of Educational
Planning and Development
University of Maryland
School of Medicine
Baltimore, Maryland

**James L. Smith**
Specialist, Educational Technology
Maryland State Dept. of Education
Baltimore, Maryland

**Carolyn R. Skidmore**
Coordinator of Libraries
and Learning Resources
West Virginia Department of Education
Charleston, West Virginia

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# RATIONALE

The benefits of educational technology in improving the effectiveness, efficiency and enjoyment of learning are well recognized by educational technologists. To those who are often the decision makers and who are outside our circle of operation, these valuable benefits are not general knowledge. Perhaps we have become too involved with our own people, efforts and products to spread the word about educational technology to the rest of the world. Individuals, AECT and its divisions and affiliates have the responsibility to increase the awareness level of the education decision maker concerning the effectiveness of educational technology in the learning process.

The following strategies are suggested to increase the awareness level of those decision makers. The strategies are designed to affect educational settings. This includes all levels of education, early childhood through lifelong learning programs.

The emphasis of the strategies is on results and learning. The list is certainly not exhaustive. The strategies are not listed in any order of importance, because the strategy that works best in one situation may not work at all in another.

The suggested strategies do not limit any person or group in any way, but are given as ways of influencing decision makers. Each individual or group has the responsibility to identify to what extent each of these suggestions is already being carried out and make others aware of what is already being done in these areas. The strategies are advisory, not regulatory.

To use the following strategies, consider first the group or person's awareness level you wish to increase, and then check out the suggestions.

## Suggested strategies to increase the ET awareness level of *Legislators* (national and state)

1. Contact legislators regarding the benefits of specific legislation and general issues affecting ET.
2. Inform membership of key issues, legislation and legislators affecting ET and encourage members to contact legislators regarding issues.
3. Provide ET consultive services to legislative committees.
4. Provide ET publications and other data to key legislators.
5. Seek support and lobbying effort from other organizations that may benefit from the ET legislation.
6. Increase lobbying effort.
7. Identify to members, legislators and change agents (e.g., legislative secretaries, assistants, judicial clerks, friends) that are supportive of ET and who can effectively influence the legislation. Encourage members to contact them.
8. Invite legislative candidates to respond to selected ET topics; disseminate responses to members.
9. Conduct a needs assessment for legislation and notify representatives of results.
10. Disseminate and interpret to key legislators the results of appropriate research concerning ET.
11. Poll membership regarding feelings toward pending legislation and forward results to legislators.
12. Provide instruction for membership in the legislative process and methods of influencing legislators. Encourage members to contact them.
13. Provide opportunities at ET conferences for participants to interact with representatives (e.g., panel members, speakers, small group discussions) regarding ET.

14. Assist in organizing voting campaigns to promote supporters and eliminate non-supporters of ET. Vote.

15. Have representative introduce and/or support new legislation regarding ET.

16. Identify legislative communication network and utilize it to share ideas or provide input on ET issues.

## Suggested strategies to increase ET awareness level of *State Education Agency Administrators* (SEAA)

1. Provide ET consultative services and other data to SEAA.
2. Provide opportunities at ET conferences for SEAA to interact w th educational technologists (e.g., panel members, speakers, small group discussions) regarding ET.
3. Promote to SEAA the availability of resources describing ET, e.g., National Slide Program.
4. Organize K-12 interest group to inform SEAA about ET programs.
5. Involve as ex-officio member of ET organization governing board.
6. Invite SEAA to respond to selected ET topics; disseminate responses.
7. Seek representation or appointment to state agency committees (e.g., curriculum, ITV, certification).
8. Recommend educational technologists as consultants/members of various curriculum divisions/committees.
9. Attend SEAA committee meetings and hearings.
10. Publish and distribute guidelines and standards for state ET programs.
11. Participate in major SEAA conferences (e.g., panel members, speakers, ET information booths).
12. Disseminate and interpret to SEAA results of appropriate research concerning ET.
13. Identify SEAA communication network and utilize it to share ideas and provide input on ET issues.
14. Develop and disseminate brochure highlighting benefits of ET programs.

15. Submit articles to SEAA professional journals informing about ET.

16. Provide opportunities for SEAA to view faculty/student produced media (e.g., media fairs, film festivals, conference booth)

17. Establish personal rapport with SEAA.

## Suggested strategies to increase ET awareness levels of *Higher Education Administrators* (HEA) (Deans, Presidents, Trustees)

1. Disseminate and interpret to HEA results of appropriate research concerning ET.
2. Participate in major HEA conferences (e.g., panel members, speakers, information booth).
3. Provide opportunities at ET conferences for HEA to interact with educational technologists (e.g., panel members, speakers, small group discussions) regarding ET.
4. Submit articles to HEA professional journals informing about benefits of ET.
5. Assist HEA in identifying key issues concerning ET programs.
6. Organize higher education interest group to inform HEA about ET programs.
7. Involve HEA as ex-officio member of ET organization governing board.
8. Invite HEA to respond to selected ET topics; disseminate results.
9. Seek representation or appointment to HEA advisory committees (e.g., curriculum).
10. Identify HEA communication network and utilize it to share ideas and provide input on ET issues.
11. Provide opportunities for HEA to view faculty/student produced media (e.g., media fairs, film festivals, conference information booth).
12. Publicly recognize HEA who support ET through their actions.
13. Provide an ET Speakers' Bureau.
14. Assist in the production and delivery of materials for HEA use.
15. Attend HEA committee meetings and hearings.

16. Serve on evaluation/accreditation visiting teams.

17. Invite HEA to visit site of exemplary ET programs.

18. Attend departmental meetings to inform about ET programs within institution.

19. Provide ET consultative services to HEA.

20. Provide ET publications (both formal and informal) and other data to HEA.

21. Develop and disseminate brochure highlighting benefits of ET programs.

22. Develop rapport with HEA.

## Suggested strategies to increase ET awareness levels of *Local Administrators* (LA) (Superintendents, Board of Education, Principals, Curriculum Supervisors)

1. Publish and distribute guidelines and standards for district and school ET programs.
2. Provide opportunities at ET conferences for LA to interact with educational technologists (e.g., panel members, speakers, small group discussions) regarding ET.
3. Participate in major LA conferences (e.g., panel members, speakers, information booth).
4. Identify LA communication network and utilize it to share ideas or provide input on ET issues.
5. Identify exemplary ET programs and conduct demonstration workshops for LA.
6. Assist LA in identifying key issues concerning ET programs.
7. Provide opportunities for LA to view student/faculty produced media (e.g., media fairs, film festivals, conference booth).
8. Publicly recognize LA who support ET through their actions.
9. Provide and promote an ET Speakers' Bureau.
10. Disseminate and interpret to LA results of appropriate research concerning ET.
11. Seek appointment and participate on local advisory boards.
12. Provide ET consultative services to LA.
13. Provide ET publications (both formal and informal) and other data to LA.
14. Serve on evaluation/accrediting visiting teams.
15. Invite LA to visit site of exemplary ET programs.
16. Assist in the production and delivery of materials for LA use.

17. Submit articles to LA professional journals informing about ET.

18. Involve as ex-officio member of ET organization governing board.

19. Invite LA to respond to selected ET topics; disseminate results.

20. Attend LA committee meetings and hearings.

21. Establish rapport with LA.

22. Develop and disseminate brochure highlighting the benefits of ET programs.

## Suggested strategies to increase ET awareness levels of *Faculty*

1. Participate in major faculty conferences (e.g., panel members, speakers, ET information booth).
2. Become involved in the recommendation of TV programs and home learning packages.
3. Identify faculty communication network and utilize it to share ideas or provide input on ET issues.
4. Provide opportunities at ET conferences for faculty to interact with educational technologists (e.g., panel members, speakers, small group discussions) regarding ET.
5. Provide opportunities for faculty to view student produced media (e.g., media fairs, film festivals, conference information booth).
6. Disseminate and interpret to faculty results of appropriate research concerning ET.
7. Publicly recognize faculty who support ET through their actions.
8. Conduct faculty development programs.
9. Seek representation or appointment to curriculum committees.
10. Provide ET consultative services to faculty.
11. Provide ET publications (both formal and informal) and other data to key faculty.
12. Serve on evaluation/accreditation visiting teams.
13. Invite faculty to visit the site of exemplary ET programs.
14. Assist in the production and delivery of materials for faculty use.
15. Promote the use of the ET Speakers' Bureau.
16. Participate in faculty meetings to inform about ET programs.

17. Submit articles to faculty's professional journals informing about the benefits of ET.

18. Establish rapport with individual faculty.

## Suggested strategies to increase ET awareness level of *Parents/Other Citizens*

1. Contact parent and civic groups regarding ET legislation and request support.
2. Provide ET publications to national parent/civic organizations.
3. Develop and disseminate brochure highlighting the benefits of ET programs.
4. Invite parent/civic leaders to respond to selected ET topics; disseminate results.
5. Become involved in the recommendation of TV programs and home learning packages.
6. Identify community communication network and utilize it to share ideas and provide input on ET issues.
7. Provide opportunity at ET conferences for parents/community members to interact with educational technologists (e.g., panel members, speakers, small group discussions) regarding ET.
8. Disseminate and interpret research results pertaining to student learning and ET.
9. Encourage volunteer involvement in ET programs.
10. Promote ET Speakers' Bureau.
11. Provide opportunities for parents/other citizens to view faculty/student produced media (e.g., media fairs, parents' night booth, film festivals).
12. Provide ET publications (both formal and informal) and other data to parents/other citizens.
13. Invite parents/community members to visit site of exemplary ET programs.
14. Assist in the production and delivery of materials for parents/other citizens.

15. Prepare TV and radio spots about local ET programs.

16. Include ET programs in school/college presentations made to parent/civic groups, on recruiting trips, high school presentations.

17. Develop citizens' advisory committee for ET programs.

18. Involve students in production and delivery of ET.

19. Submit news releases on ET programs, activities, personnel to local papers.